

SAT. 25 FEB. 1978 BOLTON



STOKE CITY

LEAGUE DIVISION 2



Official Programme 15p





For VOLKSWAGEN
ANLEY • PHONE 2996

CHATFIELDS f



CITY ACTION

STOKE CITY v NOTTINGHAM FOREST (Central League)

Main picture: Viv Busby heads for goal but his effort is saved.

Inset: Garth Crooks waits in vain for a mistake by the Forest 'keeper.

Front cover pictures

Top: Last ditch attempts by Alan Dodd and Alan Bloor to cancel out Blyth Spartans lead.

Bottom: Dave Clarke—hero of Spartans makes another great save.

Action pictures by Chris Doorbar.



SILENCER SERVICE

J. LLOYD & SONS (SILENCER SERVICES) LTD.

Registry Street, Stoke

Telephone Stoke-on-Trent 44395 & 48081



*Exhaust Systems
for all
makes of cars*

Also CAR BODY PANELS and WINGS

Trade Enquiries Welcome — Special Discounts for Quantity

We **SCORE** on **PRICE** and Availability

STOKE CITY PROMOTIONS

WISH TO ANNOUNCE THE EVER POPULAR

PONTINS FOOTBALL WEEK



AT PRESTATYN SANDS HOLIDAY VILLAGE

SATURDAY, 6th to SATURDAY, 13th MAY, 1978

BOOKINGS NOW AVAILABLE

£33 for a Chalet up to 3 persons

£5 extra per person in Chalet plus VAT

Children under 2 years of age on the 6th May, 1978 — FREE OF CHARGE

Take our Advice — **BOOK EARLY!!!**

Telephone: 45840 for details



Alan Durban

"You will find the people of Stoke warm, sincere and extremely likable". Nothing that has happened during the past couple of weeks has caused me to doubt those words from a friend of mine. My thanks to all of you for a warm welcome. I realise how much you need to be associated with a successful club. I have been given the privilege of steering the ship out of stormy seas. But I can only select the route, all the crew must do their part so that we are all pulling successfully in the right direction. If we have those who are repeatedly throwing spanners in the machinery we are going to be delayed and this will hamper the progress which we all need to bestow the enthusiasm, spirit and togetherness required within a great football club.

Players are human beings, they, like yourselves have feelings, cares, problems and the day to day routine of running homes and families. Unfortunately their profession is public and the disappointment of performances is often turned to bitterness and maliciousness. It is now my responsibility to extract the maximum from the personnel in my control. But you can help tremendously by your enthusiasm and support because all the staff are aiming at the same target—success for Stoke City.

I will instill good habits into the players. The best advert at present in British football is Nottingham Forest. Their attractive attacking style must fill their supporters with much pride. Pride in its team is something I would like to bring back to our supporters. It will not happen overnight I expect set backs but first we establish a solid base and then we can build. I need loyalty from within the club and from our supporters. I shall not be satisfied with mediocrity, and I'm sure you will feel the same way.

Thank you for your attendance, my thanks to the players for their support and enthusiasm and our best wishes to Howard Kendall who has this week been appointed player-coach. He has always been regarded as a model professional throughout his career and I have every confidence he will be an asset to the staff in the future.

STOKE CITY F.C. CO. LTD.
VICTORIA GROUND
STOKE-ON-TRENT ST4 4EG
Telephone: 44660

Directors:
Chairman: THOMAS DEGG
Vice-Chairman: PERCY AXON
ALBERT HENSHELL, F.C.C.A.
ALEX HUMPHREYS
SANDY CLUBB, M.B., Ch.B.,
F.R.C.O.G.



THOMAS DEGG
Chairman



PERCY AXON
Vice-Chairman



ALBERT HENSHELL
F.C.C.A.



ALEX
HUMPHREYS



SANDY CLUBB
M.B., Ch.B., F.R.C.O.G.



ALAN DURBAN
Manager



HOWARD KENDALL
Coach



MIKE POTTS
Secretary



DUDLEY KERNICK
Commercial Manager



FOUNDED 1863

STOKE CITY F.C.
Ticket Office:
Tel 413961
Development Office:
Tel 45840

Match-day magazine
edited and published by
Dudley Kernick
Stoke City Promotions
Printed by
Hemmings & Capey
(Leicester) Ltd.,
Ireton Avenue,
Leicester.

the city

around



by Peter Hewitt



SLOW BUT SURE

Kevin Sheldon, seen above exercising his injured leg with weights, continues to battle on towards full fitness. It is now sixteen months since Kevin broke his leg at Leeds and he has still not been able to play since that date. However, after what must seem an eternity to the lad perhaps some light is about to show at the end of the long dark road back to match fitness. Mike Allen, the Clubs physiotherapist, who has patiently coaxed him throughout his injury hopes that Kevin, who is now running, jumping, twisting and

turning and even kicking, will soon be able to stand the pressure of a match situation—in which of course it has to be assumed that the leg will be open to physical contact with opponents. The muscle wastage has nearly come back to normal and the monthly X-rays which still continue and still dominate how soon and exactly what Kevin can or should do are hopeful that this exciting and natural left-sided player will soon (within a couple of months) be able to play again. If progress is maintained and the leg increases in strength I'm sure all supporters will join me in hoping to see Kevin playing again—if not before the end of the season, then certainly at the beginning of next.

Mark Cooper and Steve Wilshaw are the new indoor bowls champions following the first tournament for players beating Steve Waddington and Adrian Heath in the final at the Social Club.

In the semi-finals Waddington and Heath beat Dennis Thorley and Des Backos, while Cooper and Wilshaw beat Mike Allen and John Lumsdon.

Mark Parton, 15 year old son of youth coach Les, has signed associate schoolboy forms for the club. Mark, a centre-half, plays for Longton High School and City Boys.

Other associate signings include midfield boys Martin Dale, 15, from Cheadle High School and Mark Eardley, 16, of St. Josephs College and Poolfields Youth Club.

MAURITIAN MARVEL!

During the course of the season, we try, in this column, to give readers information and tit-bits of both players and fans, whoever, and wherever they are. Today we give you an ardent supporter from far, far away—from Mauritius in fact, a paradise island in the Indian Ocean. His name is Jacques Wong and he regularly writes to the Promotions Office with his comments and views on Stoke

City besides asking for souvenirs of his favourite team. How Jacques got to follow the "Potters" we don't know, but we are happy to have him as one of our "Proxy" fans! Recently, Cyril Groucott, an avid Stoke supporter himself, visited Mauritius for a holiday and, armed with souvenirs and up to date news etc promised to look in on Jacques, who lives in Port Louis. Cyril achieved his mission and spent many an hour talking about Jacques favourite theme—STOKE CITY. Cyril returned with a number of gifts to the Club including a beautifully inscribed silver tray which we have now presented to the board and which will be placed in the Boardroom. We hope that Jacques continues to support us as enthusiastically in the future as he does at present. Thanks Jacques—its nice to know you.



ANYONE GOT A LIFT?

The chances are slim but if anyone here today can help out please do. We have a supporter named Wilf Forrest aged 19, who was the innocent victim of a fight last April whilst supporting Stoke City, who would dearly love to come and watch his team play. He is now at the Rivermeade Rehabilitation Centre, Abingdon Road, Oxford and if anyone is coming from that way to watch us play in the future please contact Mrs Franklyn at the centre if you'd care to give Wilf a lift (and take him back!) We've complimentary tickets for the 'good Samaritan'—if he or she exists!

Programme Patrons

A. J. MOSS & CO. LTD.,
BUILDERS MERCHANTS,
Hanley, Stoke-on-Trent.

J. T. Shakespeare Co Ltd
HOT LANE, BURSLEM,
STOKE-ON-TRENT

STOWES THE PRINTERS
Longton, Stoke-on-Trent.

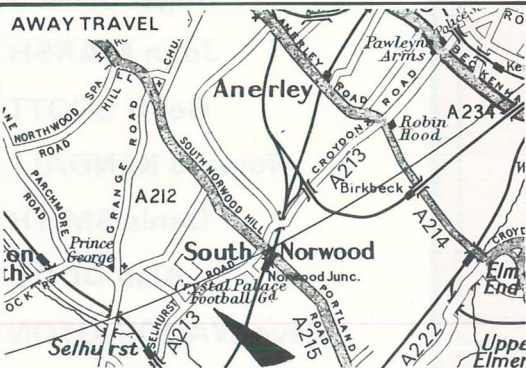
BASS
WORTHINGTON

RED STRIPE
STRONG LAGER

JIM THE WINE MAN
PERSONAL
WINE TASTING
Tel. 0782/641615

HEMMINGS & CAPEY,
PROGRAMME PRINTERS,
LEICESTER.

**PORTMERRION
POTTERY
STOKE-ON-TRENT**



CRYSTAL PALACE, Sat., 4th March, 1978 (3.00 p.m.)
B5041 and A5006 to Intersection 15. M6—4 miles.

M6/M1 south to Intersection 1, Staples Corner, junction A406. North Circular Road—142 miles.

A406 westbound to Chiswick roundabout continuing on with A205 (South Circular) to junction with A23—158 miles.

A23 (right) along Streatham Hill and Streatham High Road, then left at William IV Hotel along Green Lane, Parchmore Road and High Street across Grange Road into Whitehorse Lane at Crystal Palace Football Ground at South Norwood—162 miles.

AWAY TRAVEL—Members only
OFFICIAL SUPPORTERS AND AGENTS COACHES

Saturday, 4th March v Crystal Palace
Football League Division Two

£3.25. Depart 9.00 a.m.

MEMBERS ONLY

Enquiries—Promotions Office. Tel: 45840

BALL BOYS

The Ball Boys are provided by BOURNE SPORTS

flashback

by Peter Hewitt.

Bolton's last League meeting with Stoke at the Victoria Ground came in the 1963-64 season when the Lancashire club were relegated along with Ipswich.

It was Stoke's first season back in the top flight but after winning 4-3 away to Bolton earlier in the season a lone goal four minutes from time by Francis Lee provided a shock result in the return played on 22nd February, 1964.

Stoke had just made an F.A. Cup fifth round exit against Swansea and recalled teenager Gerry Bridgwood for the injured Calvin Palmer.

Bolton's nippy attack caused problems to Stoke and Leslie had to fling himself in the path of a Deakin drive early on.

Both teams showed a lack of confidence although Viollet, McIlroy and Clamp worked well together in midfield. Near the interval though Hopkinson just managed to get a hand to a cracking shot from Asprey.

In the second half Bolton's solid defence forced Stoke to shoot from long range and it was Leslie who had to make a brilliant save to stop a shot by Russell.

It was Hopkinson who then hurled himself across goal to push round a header by Bebbington but the deadlock was finally broken when Lee, running on to a long ball from Deakin, outpaced the Stoke defence before firing low past Leslie.

Stoke City: Leslie, Asprey, Allen, Skeels, Kinnell, Clamp, Bridgwood, Dobing, Violet, McIlroy, Bebbington.

Bolton: Hopkinson, Hartle, Farrimond, Hatton, Edwards, Lennard, Deakin, Lee, Russell, Hill, Taylor.

Attendance: 20,488.

The result was surprising for Stoke had beaten Bolton comfortably in the League Cup by 3-0 in October when John Ritchie scored twice. Ritchie was omitted from this last meeting with Bolton but was promptly recalled in the next game at Highbury.

JOHN RITCHIE



Make your **GOAL** The Stoke-on-Trent Perm

Member of the Building Societies Association



66/68 LIVERPOOL ROAD, STOKE-ON-TRENT, S



Hemmings & Capey (Leicester) Ltd

TELEPHONE 0533 768217/8

Up with the Leaders in Print

TIPPERS, FLATS AND ARTICS for hire
HAULAGE — WAREHOUSING — STORAGE

G. ALCOCK
Hauliers (Burslem) Ltd.

Mersey Weaver Wharf, Port Vale Street,
BURSLEM, Stoke-on-Trent.

Telephone: Stoke-on-Trent 87061/2.

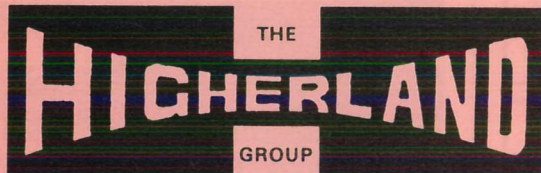
Regular services — England, Wales and Scotland.
Telephone or call as above.

VAUXHALL/BEDFORD

MAIN DEALER

HIGHERLAND GARAGE LTD.,
NEWCASTLE, STAFFS. Tel.: 610941 (5 Lines).

VAUXHALL PARTS DEPARTMENT 619445
Open Saturday 9.00 a.m. — 5.00 p.m.



SALES : SERVICE : PARTS : BODYWORK : RESPRAYING

VOLVO

DEALER

LEEDING GARAGE, KNUTTON ROAD, WOLSTANTON,
NEWCASTLE, STAFFS. Tel.: 625333 (4 Lines).
VOLVO PARTS DEPARTMENT 627252

QUALITY USED CARS

the t

STOKE CITY

Red and white striped shirts, white shorts.

Roger JONES

John MARSH

Geoff SCOTT

Howard KENDALL

Denis SMITH

Alan DODD

Steve WADDINGTON

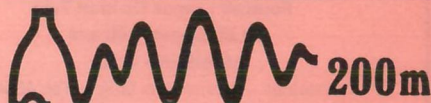
Paul RICHARDSON

Viv BUSBY

Garth CROOKS

Terry CONROY

Referee:
T. MILLS
Barnsley



BBC Radio Stoke

For all your Sport

an investment with **Permanent Building Society**

Shares and Deposits in this Society are Trustee Investments

ST4 1BQ.

Tel: Stoke-on-Trent 46490

Teams

BOLTON

White shirts, navy blue shorts.

Jim McDONAGH

Peter NICHOLSON

Tony DUNN

Roy GREAVES

Mike WALSH

Sam ALLARDYCE

Willie MORGAN

Neil WHATMORE

Frank WORTHINGTON

Peter REID

Garry JONES

Linesmen:

R. F. SMITH, Rugeley — Red Flag

J. R. KYTE, Wolverhampton — Yellow Flag

TODAY'S MATCH BALL SPONSOR

Randall S. H. Pace

Insurance and Pension Consultant

Wetley Rocks, Stoke-on-Trent



The New Olympic Variety Club

**EASTERS ROAD, MILTON, STOKE-ON-TRENT.
Telephone: 533590.**

**Resident Comper : Resident Disco
John Bern Duo**

A la Carte Meals : Supper Bar

No Admission after 11.30 p.m.

No Admission under 18 years of age.

TICKET 65p — Thursday & Friday — 85p Saturday.

WINNERS OF 70 COACH RALLY AWARDS

BOSTOCKS

Tours — Travel

Specialist coach hire,

British and Continental.

**SPRAGG STREET GARAGE, CONGLETON.
Telephone: 3108 or 3716**

**ANOTHER QUALITY BOOK
FROM
YOUR LOCAL PUBLISHER**

PHIL HEWITT's

ALONG THE WALKWAY

***A Photographic Study of
the Potteries***

40 pp. (20 pp. in Colour) Paperback £2.95

The Ironmarket Press

**CRAFT HOUSE, HIGH STREET,
NEWCASTLE-UNDER-LYME, STAFFORDSHIRE**

'NEW'
Stoke
City
Diamond
Stripe
Soccer
Jersey
Now
Available from



**BOURNE
SPORTS**

Also from Stoke
City Club shop.



'Goalmaster' (leather)
screw-in soccer boots
Boys £6.50 Mens £6.95

'SPECIAL
OFFER'
Training
Shoes
£3.50
(Children).



**SKATE
BOARDS**

from
£6 to
£50



also
Helmets
Knee
Pads
Decks
Elbow Pads
Trucks - Wheels



Leather
Soccer
Balls
from
£2.95

**BOURNE
SPORTS**

5 GLEBE STREET, STOKE-ON-TRENT
TELEPHONE: 0782 47138
Queen Street, Burslem, Stoke-on-Trent
Tel: 0782 84969
3 High Street, Uttoxeter Tel: 4440



HERRINGBONE TWEED JACKET
£29.95

WOVEN CHECK SHIRT
£5.95

**BRUSHED SHETLAND V-NECK
LONG SLEEVE**
£8.95

PLEATED FLANNEL TROUSERS
£12.50

BLACK SHOES
£13.95



12/13 Market Arcade
Hanley Tel: 22588

OUR BOLTON



Still waiting to play their fifth round F.A. Cup tie at Middlesbrough at the time of writing, Bolton Wanderers have for the third season in succession combined a strong bid for promotion with a Cup run. Two seasons ago they reached the fifth round of the F.A. Cup and took Newcastle to two replays. Last season they reached the League Cup Semi-final and lost to Everton on a 2-1 aggregate. Each time, however, they slipped up in the latter part of the promotion race after they looked almost certain to go up.

Currently they are neck and neck with Spurs at the top of the table and manager IAN GREAVES will be determined that there will be no falling away this season for a club which was one of the twelve original members of the Football League which fluctuated between Divisions One and Two to such an extent in the early days that they were relegated four times and promoted four times by 1911.

Since then they have had two substantial spells in Division One, the latter of these lasting until 1964 with four F.A. Cup wins during this period. These include the

VISITORS WANDERERS



Back row (left to right): Garry Jones, Steve Taylor (now Oldham), Roy Greaves, John Ritson, Mike Walsh, Brian Smith. Middle row: Alan Waldron (now Blackpool), Terry Poole, Neil Whatmore, Sam Allardyce, Jim McDonagh, Peter Nicholson. Front row: Tony Dunne, Ray Train, Andy Clements, Paul Jones, Peter Reid, Willie Morgan, Peter Thompson. Inset: Frank Worthington.

FAMOUS VISITOR

NEIL WHATMORE

Neil, a native of Ellsmere Port, is a late developer in one sense for it was after a few seasons in the game that he emerged last season as the outstanding goalscorer in Division Two.

It was at Swansea in April 1973 that he made his league debut in a Third Division game at Swansea scoring two goals in a 3-2 win. This helped Wanderers to clinch promotion from Division Three and the following season he settled into Division Two with nine goals in a useful first full season.

1975-6 followed a similar pattern. He totalled 13 in league and cup. This gave little indication, however, that he would blossom to such an extent as to score 31 last season including the first one in the shock 2-1 League Cup win at Derby.

In the present campaign he has 15 to date and his fair hair is likely to be bobbing up whenever Bolton get on the attack today.

famous 1923 first final at Wembley and the tragedy haunted 1958 game when present-day manager Ian Greaves was in the depleted Manchester United side that had so gallantly fought their way to Wembley in the wake of the shattering Munich disaster.

Nat Lofthouse got both Bolton goals in a 2-0 win on that occasion, and his is one of the big names in Bolton history, others including England men Eddie Hopkinson, Jimmy Armfield and Harold Hassall, not to mention Welsh winger Ted Visard, one of the 1923 final heroes.

Today there are perhaps not the household names in the Bolton side, but there is no denying the all-round rhythm of a side which has dropped only three points at home and has won at Sunderland, Brighton, Bristol Rovers, Blackpool and Sheffield United, the latter by a 5-1 margin. In addition they have put Spurs out of the F.A. Cup after two tremendous games and we can take a certain pride in the fact that apart from Leeds (who won 3-1 there in November) we are the only team to have avoided defeat at Burnden Park this season.

FRANK WORTHINGTON (a record signing from

Leicester just before the game) got their goal on that occasion and he and NEIL WHATMORE, last season's fair-haired discovery, have been on the mark regularly this season, with England Under-23 man PETER REID and long-serving ROY GREAVES popping the occasional goals in from midfield.

RAY TRAIN (ex-Walsall and Carlisle) is one of the busiest players in Division Two, buzzing in midfield with WILLIE MORGAN (ex-Burnley and Manchester United) still an outstanding midfielder-come-winger.

In defence MIKE WALSH has proved to be another outstanding discovery, taking over number five when PAUL JONES the goalscoring Under-23 man was injured. SAM ALLARDYCE, another local discovery, is the other central man with long-serving JOHN RITSON and ex-Blackpool man PETER NICHOLSON on the flanks.

Behind them JIM McDONAGH came from Rotherham last season to take over when Barry Siddall went to Sunderland and has proved an exceptional £10,000 worth.



out thousands of pounds every week and also makes thousands for the Club. There will be no lack of support from our Development Associations. I can only hope that this support will be implemented by SUCCESS on the field.

Stoke City Lottery Instant Success!



Bottom: Commercial Director Percy Axon, Skipper Denis Smith, Viv Busby with Miss Great Britain and Commercial Manager Dudley Kernick, displaying a giant sized replica of the new Stoke City Lottery Ticket.

OFFICIAL MATCH BALL PATRONS

SOUTHAMPTON

Sir Fred Pontin, Chairman
Pontins Holiday Group.

BURNLEY

Stoke City Supporters Club,
London South and West.

SHEFFIELD UNITED

Hemmings & Capey (Leicester)
Ltd., Ireton Ave., Leicester.

SUNDERLAND

Randall S. H. Pace Insurance
& Pension Consultant, Wetley
Rocks, Stoke-on-Trent.

CRYSTAL PALACE

BAKFORDS, WOLSTANTON,
Newcastle-under-Lyme.

BRIGHTON & HOVE ALBION

Mayfair Gentlemen's
Hairdressing

Market Arcade, Newcastle

TOTTENHAM HOTSPUR

The Ironmarket Press,
Your local Publisher, N-U-L.

FULHAM

Barclays Bank, Church Street,
Stoke-on-Trent.

BLACKPOOL

Boulds of Fenton, Upholsterers

BRISTOL ROVERS

R. Holl-Allen, Solihull.

CHARLTON ATHLETIC

BRYROB HIRE HEAT
Longbridge Hayes Indust. Est.,
Newcastle-under-Lyme, Staffs.

MANSFIELD TOWN

Royal Doulton.

MILLWALL

Groucotts Frozen Foods,
Stafford.

HULL CITY

Dobson & Co. Ltd., Printers.

BOLTON WANDERERS

Randal S. H. Pace.

BLACKBURN ROVERS

M. J. Singer, President of
Port Vale.

ORIENT

F. W. B. Products Ltd.,
Engineers Merchant.

CARDIFF

New Olympic Variety Club,
Milton, Stoke-on-Trent.

LUTON TOWN

Luton Sports Press,
Hazelbury Cres., Luton.

OLDHAM ATHLETIC

S. W. Taylor & Co. (Brokers)
Ltd., 150 Cheapside, London

NOTTS COUNTY

G. J. Bardell, Plumbers,
Bucknall. Tel. S.O.T. 262781.

TILBURY F.A. CUP 3

Mr. Harry Attwood, Longton,
Stoke-on-Trent.

BLYTH SPARTANS F.A. CUP 4

The Staffordshire Building
Society.



by
Mike Calvert

Junior View

No matter what people may feel about our recent performances, especially the Blyth game, it is certainly not the end of the year. Yes, we were all shocked by it, but it is well known that a non-league side play like lions against league teams especially those from the two top flights, I'm not making any excuses for our lads, we should have cruised through this particular game but I don't think our supporters should have torn up their season tickets and thrown away scarves as they did after the tie, yes, alright they were disgusted and I must admit I was at the time, but I don't think such drastic action was required. There are supporters at Stoke, who would come and see the club if they were in the Northern Premier League simply because of loyalty, but there are others who can't stay with the club during a bad spell, as has been experienced in recent months.

One lad came up to me the other day and suggested that the best thing to do in protest, would be to cheer the lads on from outside the ground! Fair enough but I can't see 15,000 people stood around Booths Old Road and the local side streets bawling their heads off outside the ground instead of in it, can you? Somebody else wishing to remain anonymous said she'd rather stand watching a Sunday morning park game than come to Stoke and pay 80p. Fair enough, everyone's entitled to their opinions, but I wonder what their views will be when Stoke get back in the First Division?

Enough of the gloomy side of Stoke City and on to the bright side, we all wish Alan Durban all the very best of luck, Alan was a super player in his Derby days, and he did his job at Shrewsbury very efficiently, I hope all of you give Alan all your encouragement, and I'm sure if everyone pulls their weight we could end in a respectable Second Division finishing place. Let's hear no more talk of the Potters getting relegated, there's no reason why we should be.

Just about everyone in football these days is talking about Bolton Wanderers going all out for a First Division place. I've had a lot of respect for Ian Greaves and Frank Worthington, right back from their Huddersfield days. Bolton have come from the depths of the Second Division to the top and of course, they are favourites for promotion. Let's hope we can get into that position next season, and make it harder for Bolton today!

UP THE POTTERS!

LONSDALE CASH & CARRY

Branch Address: 104-106 City Road, Fenton,
Stoke-on-Trent. Telephone: 411631.

FIXTURES

POTTERS DIARY OUR NEXT HOME MATCH LEAGUE DIVISION TWO CITY

HULL CITY

Wed., March 8th — 7.30 p.m.

Tickets available from ticket office

Telephone: 413961

Names in Capitals indicate home fixtures.

LEAGUE TABLE DIV. 2.

	Home					Away					Pts	Home Attendances	
	P	W	D	L	F	A	W	D	L	F		Best	Average
Tottenham	28	9	5	0	37	10	5	6	3	20	18	48,613	33,934(14)
Bolton	27	11	1	1	27	12	6	4	4	20	14	32,266	19,801(13)
Southampton	28	10	2	2	26	11	5	5	4	19	19	27,296	19,745(14)
Brighton	28	8	5	1	29	16	5	4	5	13	12	32,979	24,157(14)
Blackburn	27	10	2	1	23	8	3	6	5	16	26	22,860	10,635(13)
Oldham	28	7	6	1	22	13	4	6	15	20	32	20,810	9,160(14)
Blackpool	28	6	4	4	25	16	5	3	6	19	21	25,789	11,005(14)
Crystal Palace	27	6	4	4	22	17	4	5	4	16	29	40,277	21,709(14)
Luton	28	7	4	3	22	9	3	4	7	16	21	13,200	8,938(14)
Sunderland	27	7	3	3	26	13	1	8	5	21	30	31,960	26,586(13)
Bristol Rovers	28	8	5	2	26	13	0	5	8	14	36	12,031	7,316(15)
Sheffield United	27	8	3	2	23	16	2	3	9	17	34	31,207	17,073(13)
Fulham	26	6	5	2	26	14	3	1	8	10	25	24,758	10,467(14)
Charlton	26	8	3	2	29	18	1	4	8	10	28	30,706	12,798(13)
Orient	27	5	6	2	20	11	1	5	8	9	17	24,131	8,292(13)
Stoke City	25	7	2	3	20	11	1	4	8	6	18	21,012	15,238(12)
Notts County	26	6	6	1	24	15	1	2	10	11	29	15,709	9,247(13)
Cardiff	27	7	5	2	23	18	0	3	10	13	36	8,901	7,601(14)
Hull City	27	5	4	5	17	13	1	5	7	7	16	21,189	7,725(14)
Burnley	28	4	6	4	15	14	2	1	11	13	33	19,200	11,294(14)
Millwall	26	2	6	4	9	14	2	4	8	12	18	8,984(12)	8,984(12)
Mansfield	27	4	3	7	20	24	1	5	7	14	27	14,286	9,751(13)

DIVISION 2

Att.

F A

CENTRAL LEAGUE

F A

APPEARANCES & GOALSCORERS 1st TEAM

Aug. 20	Mansfield Town	14,077	1-2
Aug. 24	SOUTHAMPTON	13,867	1-0
Aug. 27	BURNLEY	12,835	2-1
Aug. 29	Bristol City (F.L.C. 2)	11,877	0-1
Sept. 3	Millwall	9,679	0-0
Sept. 10	SHEFFIELD UNITED	14,217	4-0
Sept. 17	Hull City	9,125	0-0
Sept. 24	SUNDERLAND	18,820	0-0
Oct. 1	Bolton Wanderers	20,799	1-1
Oct. 4	Oldham Athletic	8,458	1-1
Oct. 8	CRYSTAL PALACE	17,749	0-2
Oct. 15	BRIGHTON & HOVE AL.	16,290	1-0
Oct. 22	Blackburn Rovers	10,221	1-2
Oct. 29	TOTTENHAM HOTSPUR	21,012	1-3
Nov. 5	Cardiff City	8,428	0-2
Nov. 12	FULHAM	14,155	2-0
Nov. 19	Luton Town	9,384	2-1
Nov. 26	BLACKPOOL (1)	15,132	1-2
Dec. 3	Notts County	9,309	0-2
Dec. 10	BRISTOL ROVERS	10,613	3-2
Dec. 17	Fulham (2)	8,014	0-3
Dec. 26	CHARLTON ATHLETIC	14,345	4-0
Dec. 27	Orient	6,192	0-2
Dec. 31	Southampton	23,460	0-1
Jan. 2	MANSFIELD TOWN 7.30	13,834	1-1
Jan. 7	TILBURY (F.A. Cup 3)	16,103	4-0
Jan. 14	Burnley	11,282	0-1
Feb. 6	BLYTH SP'TNS (FA C. 4)	18,765	2-3
Feb. 25	BOLTON WANDERERS		
Mar. 4	Crystal Palace		
Mar. 8	HULL CITY 7.30		
Mar. 11	Brighton & Hove A. (6)		
Mar. 14	Sheffield United 7.30		
Mar. 18	BLACKBURN R. (L.C.F.)		
Mar. 22	Tottenham Hotspur		
Mar. 25	ORIENT		
Mar. 28	Charlton Athletic		
April 1	CARDIFF CITY		
April 8	Blackpool (S.F.)		
April 12	MILLWALL 7.30		
April 15	LUTON TOWN		
April 22	Bristol Rovers		
April 26	OLDHAM ATHLETIC		
April 29	NOTTS COUNTY		
May 6	F.A. Cup Final		

Aug. 20	MANCHESTER CITY	0-2
Aug. 27	Huddersfield Town	0-4
Sept. 3	BURNLEY	2-1
Sept. 10	Everton	0-0
Sept. 14	SHEFFIELD WED.	0-1
Sept. 17	SHEFFIELD UNITED	0-0
Sept. 20	Manchester City	0-0
Sept. 24	Nottingham Forest	0-1
Oct. 1	BOLTON WANDERERS	2-2
Oct. 5	BLACKPOOL	0-0
Oct. 8	Aston Villa	3-2
Oct. 15	Coventry City	2-1
Oct. 22	Preston North End	0-0
Oct. 29	Sheffield Wednesday	2-0
Nov. 5	MANCHESTER UNITED	3-3
Nov. 12	Newcastle United	1-2
Nov. 14	WOLVERHAMPTON W.	2-2
Nov. 19	LEEDS UNITED	1-1
Nov. 26	Bury	0-1
Dec. 3	BLACKBURN ROVERS	4-0
Dec. 10	Liverpool	0-4
Dec. 17	DERBY COUNTY	3-0
Dec. 26	West Bromwich Albion	2-2
Dec. 31	Wolverhampton W.	1-2
Jan. 14	HUDDERSFIELD TOWN	P
Jan. 21	Burnley	P
Feb. 4	EVERTON	P
Feb. 11	Sheffield United	P
Feb. 18	NOTTINGHAM FOREST	0-0
Feb. 25	Bolton Wanderers	
Mar. 4	ASTON VILLA	
Mar. 11	COVENTRY CITY	
Mar. 13	PRESTON NORTH END	
Mar. 25	Derby County	
Mar. 27	WEST BROM. ALBION	
April 1	Manchester United	
April 5	NEWCASTLE UNITED	
April 8	BURY	
April 15	Leeds United	
April 22	LIVERPOOL	
April 25	Blackpool	
April 29	Blackburn Rovers	

DIVISION TWO HOT SHOTS (inc. F.A. & League Cup)

HATTON, Blackpool	22
KITCHEN, Orient	20
DUNCAN, Spurs	18
FLANAGAN, Charlton	17
WHATMORE, Bolton	16
ROWELL, Sunderland	15
WARD, Brighton	15

	App			FA		Gls
	App	FLC		FLC		
Backos	1(1)	—	—	—	—	—
Bloor	5(1)	2	—	—	—	—
Bowers	4(1)	1	—	—	—	—
Busby	10	2	2	—	—	—
Conroy	13	1	1	—	—	—
Cook	4(1)	1(1)	3	—	—	—
Crooks	24(1)	2(1)	9	—	—	—
Dodd	25	3	—	—	—	—
Goodwin	18	1	—	—	—	—
Gregory	18	2	3	—	—	—
Johnson	2(2)	—	—	—	—	—
Jones	22	2	—	—	—	—
Kendall	23	3	4	—	—	—
Lindsay	20	2	3	—	—	—
Lumsdon	7	—	—	—	—	—
Marsh	15	3	—	—	—	—
McGroarty	3	—	1	—	—	—
Richardson	16(1)	1	1	—	—	—
Salmons	1	1	—	—	—	—
Scott	6(1)	1	1	—	—	—
Shilton	3	1	—	—	—	—
Smith	24	1	1	—	—	—
Waddington	14	3	2	—	—	—
Own goals	—	—	1	—	—	—

APPEARANCES & GOALSCORERS 2nd TEAM

	App		Gls
	App		
Backos	8	1	—
Bitell	3(1)	—	—
Bloor	11	1	—
Bowers	16	—	—
Busby	1	—	—
Chapman	4(1)	1	—
Conroy	4(1)	—	—
Cook	7	1	—
Cooper	8	3	—
Crooks	1	—	—
Dodd	1	—	—
Draper	1(3)	1	—
Fenton	—(1)	—	—
Goodwin	10	4	—
Gregory	1	—	—
Heath	4	—	—
Johnson P. A.	17(1)	1	—
Jones, R.	2	—	—
Kendall	1	—	—
Lumsdon	14	1	—
Marsh	2	—	—
McGroarty	11	1	—
Morgan	6	—	—
Nelson	2	1	—
Nolan	5	1	—
Pejic	12	3	—
Richardson	23	—	—
Ryder	3	—	—
Salmons	13(1)	—	—
Scott	1	—	—
Simpson	1	—	—
Smith, D.	3	—	—
Smith, M.	15	—	—
Suddick	2	—	—
Thorley	21(2)	5	—
Waddington	5	2	—
Wilshaw	15(3)	—	—

Figures in brackets denotes substitution
Up to and including February 18th, 1978

Recent Lottery Winners



Sister Sue hits the Jackpot!

Howard Kendall presents the £1000 winner in Stoke's New Lottery to Sue Wilshaw with Agent Frank Amison who also received a cheque for £100 for selling the winning ticket.



It's presentation time at the Duke of Bridgewater.

Director Percy Axon presents another £500 winning cheque to Frank Hill of Hanley. Landlord Arthur Cotton collected £50 as the winning Agent.



Cheers!

Landlord Bill Bumby of the Staffordshire Knott in Biddulph celebrates with his regulars after winning £100 in City's New Lottery.



Mother and daughter, Mrs Mountford and Lynn, seen sharing the cheque for £500 which was won at "The Wine Lodge", Alsager—also in centre of picture happy Sue Nuttall—the Stoke City representative in that area.

HALF-TIMES

- A Blackburn v Oldham
- B Brighton v Sunderland
- C Bristol Rovers v Charlton
- D Cardiff City v Blackpool
- E Fulham v Crystal Palace
- F Mansfield v Hull City
- G Millwall v Burnley
- H Notts County v Luton Town
- I Southampton v Sheffield United
- J Tottenham v Orient
- K Bury v Port Vale
- L W.B.A. v Coventry City

Half-Time Result

[illegible]

URGENTLY REQUIRED

**URGENTLY REQUIRED
GOALDEN GOAL SELLERS
GENEROUS COMMISSION
— FREE ADMISSION
APPLY TO THE
PROMOTIONS OFFICE**

RED STRIPE THE TOP OF THE LEAGUE.



**STRONG RED STRIPE LAGER
ONE OF THE WORLDS FINEST LAGERS.**